

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WMTV Madison	Date: 3/14/17
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I, Mundy Katowitz Media, Inc.,

being/on behalf of: Jill Karofsky,

a legally qualified candidate of the N/A

political party for the office of: Dane County Circuit Court Judge - Branch 12 (WI)

in the Judicial

election to be held on: April 4 2017

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Refer to orders	Refer to orders	Refer to orders	Refer to orders	Refer to orders	Refer to orders

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Jill Karofsky for Judge

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Matt Moeser, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

3/14/17

Date

Carole Mundy

Signature

Digitally signed by Carole Mundy
DN: cn=Carole Mundy, o=MKM for Campaign Above, ou, email=carole@mundata.com,
c=US
Date: 2017.03.14 02:02:43 -0400

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Becki Noel

Digitally signed by Becki Noel
Date: 2017.03.14 13:29:12 -0500

Signature

Becki Noel

Printed Name

GSM

Title

Vendor: WMTV-TV

Estimate: 4842

Client: Jill Karofsky for Judge

Description: Dane Judicial Week 3

Media: TV

Flight Start Date: 3/14/2017 03:00 AM

Product: Jill Karofsky for Judge

Flight End Date: 3/14/2017 02:59 AM

Market: Madison

E-Mail: Michael.Jones@continentaltsales.com

Separation between spots: 30

Affiliation: NBC

Daypart Program	Daypart Code	STN Gross	Dur	Wks 3/14	Total Spots
WMTV-TV					
MTuWThF 5:00a-5:57a	RT	\$90.00	30	3	3
MORN SHOW 5AM					
MTuWThF 5:58a-7:00a	RT	\$200.00	30	3	3
MORN SHOW 6AM<					
MTuWThF 7:00a-9:00a	EM	\$150.00	30	3	3
TODAY SHW<					
MTuWThF 9:00a-10:00a	DT	\$65.00	30	3	3
TODAY SHW2-NBC<					
MTuWThF 10:00a-11:00a	DT	\$40.00	30	5	5
TODAY SHW3-NBC<					
MTuWThF 11:00a-11:30a	DT	\$100.00	30	2	2
15 NEWS AT 11<					
MTuWThF 2:00p-3:00p	DT	\$10.00	30	2	2
RACHAEL RAY<		5.00			
MTuWThF 3:00p-4:00p	DT	\$10.00	30	3	2
STEVE HARVEY!<					
MTuWThF 4:00p-4:27p	EF	\$55.00	30	2	2
15 NEWS AT 4<					
MTuWThF 4:28p-5:00p	EF	\$125.00	30	3	2
JEOPARDY<					
MTuWThF 5:00p-5:30p	EN	\$165.00	30	2	2
15 NEWS AT 5					
MTuWThF 6:00p-6:30p	EN	\$265.00	30	0	1
15 NEWS AT 6					
MTuWThF 6:30p-7:00p	PA	\$325.00	30	2	1
WHEEL-FORTNE					
MTuWThF 10:00p-10:30p	LN	\$300.00	30	1	1
15 NEWS AT 10					

Vendor: WMTV-TV

Client: Jill Karofsky for Judge
 Media: TV
 Product: Jill Karofsky for Judge
 Market: Madison
 Estimate: 4842
 Description: Dane Judicial Week 3
 Flight Start Date: 3/14/2017 03:00 AM
 Flight End Date: 3/14/2017 02:59 AM

E-Mail: Michael.Jones@continentaltsales.com

Separation between spots: 30

Affiliation: NBC

Daypart Program	Daypart Code	STN Gross	Dur	Wks 3/14	Total Spots
WMTV-TV					
MTuWThF 10:35p-11:37p	LF	\$130.00	30	2	2
TONITE SHW-NBC<					
Sa 5:00a- 6:57a	RT	\$70.00	30	1	1
MORN SHW WK LV					
Sa 6:58a- 9:00a	RT	\$125.00	30	0	1
SATURDAY TODAY<					
Su 6:00a- 7:00a	RT	\$65.00	30	1	1
6AM MORN-WK LV					
Su 7:00a- 8:57a	RT	\$90.00	30	2	1
MORN SHW WK LV					
Su 9:58a-11:00a	RT	\$175.00	30	1	1
MEET PRESS-SUN<					
		Total Cost:		Total Spots:	39
		\$4,320.00			39

Summary by Station/System

Date: 3/14/2017

Client: Jill Karofsky for Judge
Media: TV
Product: Jill Karofsky for Judge
Market: Madison

Estimate: 4842

Description: Dane Judicial Week 3

Flight Start Date: 3/14/2017 03:00 AM

Flight End Date: 3/14/2017 02:59 AM

Separation between spots: 30

Station	Total Spots	STN Gross	PCT
WMTV-TV	39	\$4,320.00	100%
Market Total:	39	\$4,320.00	